GOOD NEWS FROM KODAK

3-[illegible]-70
Photo Buy
G 290 Lb

FLASH WITHOUT FLASH BATTERIES

with the new
Kodak Instamatic®
"X" Cameras and
Magicube, Type X, flash

Kodak Instamatic "X" Cameras let you choose conveniences that exactly fit your picture-taking needs

- **All models** give you instant drop-in loading, easy flash with Magicube that turns automatically as you advance film, automatic "used bulb" warning, easy carrying with wrist strap or neck strap. All take clear, sharp pictures—color snapshots, color slides, and black-and-white snapshots.
- **Electric eye** sets lens automatically for bright, clear pictures on the X-35, X-45, and X-90.
- **Automatic film advance** keeps you always ready for the next picture. You get it on the X-25, X-45, and X-90.
- **Faster lenses:** *f*/8 on the X-35 and X-45; *f*/2.8 on the X-90.
- **Special capability** on the X-90 that "does practically everything for you automatically."

X-15

- Lowest price, but it takes beautiful color snapshots, color slides, black-and-white snaps.
- No settings—aim and shoot. Gets sharp pictures from 4 feet on out.
- Easy thumb-lever film advance. Bright easy-to-use viewfinder.
- Maybe every member of the family should have one.

X-25

- Automatic film advance—always keeps you ready for the next shot. No need to wind after each picture.
- Nothing to set—just aim and shoot. Sharp pictures from 4 feet on out.
- Automatic advance makes it ideal for snaps of children and other fast-changing subjects.
- And it costs little more than the X-15.

X-35

- Fast f/8 lens and automatic electric eye give you extra picture-taking ability and precision—both on bright and dull days, and late in the day.
- Takes close-ups as near as 2 feet—ideal for children, pets, flowers, and any small subject.
- Close-up setting automatically snaps back to normal distance after you shoot—no forgetting, no distance errors.
- Signal lights up to tell you when to use flash. No lost pictures.

X-45

- Automatic film advance keeps you ready for the next shot.
- Fast f/8 lens and automatic electric eye give you extra picture-taking ability and exposure precision.
- Takes close-ups as near as 2 feet—and automatically snaps back to normal distance after you shoot.
- Signal lights up to tell you when to use flash.
- This "more for your money" camera combines all the advantages of the X-25 and X-35.

X-90

- Most automatic of all **Kodak Instamatic** "X" cameras.
- Automatic film advance—keeps you ready for the next shot.
- Automatic electric eye sets lens. Shutter automatically adjusts when light is too dim.
- Automatic exposure control for flash as you focus.
- Automatic sharp focus with easy-to-use rangefinder.
- Automatic "use flash" and "bad bulb" signals light up in viewfinder.
- Ultra-fast f/2.8 Kodak Ektar lens.
- Fast-action shutter, 1/250 second.
- Illuminated checker tells if electric-eye battery is okay.
- And many other automatic features.

Four of the new **Kodak Instamatic** "X" cameras come in convenient, handsomely boxed outfits—perfect for yourself or for a gift.

These are the X-15, X-25, X-35, and X-45 Outfits. Each is an indoor-outdoor outfit, ready to go—with film for color snapshots, Magicube, wrist strap, and instructions.

The X-35 and X-45 outfits, and the X-90 camera, also include a special long-life battery to power the electric eye.

Instamatic cameras are the fun cameras . . . the easy-to-use cameras . . . and only Kodak makes them!

FLASH WITHOUT FLASH BATTERIES

Modern photoflash batteries are wonderful, compact power sources. But they do cost money, grow weak with age, and develop contact resistance. If a picture-taker does not keep the battery contacts and camera contacts clean, he may get late flash (which causes underexposure) or no flash at all.

So, what's the solution? Here it is:

1. The Magicube, Type X

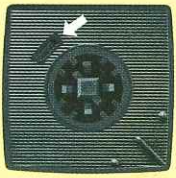
The new self-powered Magicube, developed and manufactured by Sylvania, needs no batteries. Instead, it is flashed by a built-in spring.

Outside, it looks much like the familiar flashcube, and is used in the same way. You get four full-power flashes, and never have to touch a flashbulb.

The advantage of the no-battery Magicube is its reliability and exact timing. The timing is built in. There are no batteries or contacts to cause late flash or no flash.

2. The Instamatic "X" cameras

Kodak has developed a complete series of new **Instamatic** cameras to work with the new Magicube—the X-15, X-25, X-35, X-45, and X-90.



Pop on a Magicube—and you are ready for four flash pictures.

When you shoot, a small finger in the flash socket nudges the Magicube spring—causing the bulb to flash at the correct instant.

As the film advances, the Magicube automatically turns to the next flash position—and you're ready for the next shot.

After four pictures—if you try to take a **fifth** picture with the same cube—a big warning curtain drops down in the viewfinder, blocking out the scene! **It's a safety signal you can't miss.** In the X-90, a sign lights up in the viewfinder, saying "STOP—BAD BULB."

Also, any time a used flashbulb is facing your subject, you get the same curtain or signal when you start to take the next picture.

It's the nearest thing to a sure-flash, no-miss system ever put into a camera. And in addition to the new X-flash system, these new **Kodak Instamatic** cameras have many other features to make picture-taking easy, convenient, and satisfying for you.

FILMS FOR INSTAMATIC "X" CAMERAS

All **Kodak Instamatic** "X" cameras use No. 126-size film cartridges. Just drop the film cartridge in, and snap the camera shut. No threading, no fumbling, no rewinding after the last shot. All the **Kodak Instamatic** camera models in this folder accept all of these No. 126 Kodak films:

- For color slides: KODACHROME-X Film, 20 exposures.
  KODAK EKTACHROME-X Film, 20 exposures.
- For color snapshots: KODACOLOR-X Film, 12 or 20 exposures.
- For black-and-white snapshots: KODAK VERICHROME Pan Film, 12 exposures.

In addition, for action shots and difficult light conditions, you can use KODAK High Speed EKTACHROME Film in the X-90.

CASES FOR INSTAMATIC "X" CAMERAS

There is a compact, convenient carrying case for each **Kodak Instamatic** "X" camera. A case protects your camera from dust, dirt, and hard knocks. In addition, there is a handsome **Kodak Instamatic** compartment case to carry the camera and a supply of film and flashcubes.

SHOWING COLOR SLIDES

If you take color slides, ask about the popular, dependable **Kodak Carousel** projectors—the best way to put on smooth, trouble-free slide shows. There are six models, including two deluxe self-focusing models. All use the famous round tray that goes on like a hi-fi record, stores like a book, holds a whole show. And all current models use the handy quick-preview **Carousel** stack loader.

Kodak, Instamatic, Ektar, Carousel, Kodacolor-X, Kodachrome-X, Ektachrome, Ektachrome-X, and Verichrome are trademarks.

A3-873 3-70 PRINTED IN U.S.A.